

2. Increase the appearance of the appropriate rating icon to 30 seconds.

In the interest of providing parents with timely information on programs, NBCDI recommends that the appropriate rating icon appear for at least 30 seconds at the start of a half-hour program and every 30 minutes thereafter for one-hour and longer programs.

The current 15-second minimum is too brief, especially since the rating system is new and parents are not yet accustomed to the icons.

3. Require print and electronic television listings to feature program ratings and an icon grid.

Under the TV Guidelines, the publishing of the rating system icons and program ratings is optional. Print and electronic television listings are not required to feature the rating system. However, providing advance notice of the ratings is essential to the timeliness criterion cited in the Telecommunications Act.

The inclusion of the ratings in television listings is completely logical and reasonable. Television listings are designed to provide television viewers with scheduling, content, and other key information on television programs in a timely manner. As such, they are ideal venues for displaying the rating system. In fact, the major services that supply newspapers with listing content offer the new ratings.

The Newspaper Association of America (NAA), which represents 1,600 newspapers in the U.S. and Canada, is encouraging its American members to include rating information in their daily and weekly listings. However, nearly forty percent (40%) of U.S. papers represented by NAA have not or will not publish the ratings.

There is a clear and compelling need to require newspapers that publish listings to include the rating system. Voluntary compliance is not working.

4. Ensure that commercials advertising television programs which are inadvisable for children do not air during television programs which are suitable for children.

The TV Parental Guidelines do not address the potential for violent, sexually explicit, or otherwise inappropriate programming for children to be advertised during programs that are suitable for children. Often commercials advertising mature programs are so graphic as to captivate the interest of young viewers. To prevent inappropriate exposure, NBCDI recommends that commercials promoting television programs which are inadvisable for children do not air during child-friendly programs.

5. Require universally applied rating guidelines.

The TV Parental Guidelines give local television stations the final authority in rating

television programs. Network affiliates and independent stations can opt to use, alter, or dismiss altogether a recommended rating. Noncompulsory standards can lead to inconsistent program ratings which would infringe on the right of parents to receive reliable information on a program.

Ironically, the movies ratings system does not allow optional or volitional application. Movie producers and distributors cannot change or discard a moving rating at whim or unilaterally. The designated rating is universally applied and is permanent unless overturned through an official appeals process. Since industry's television guidelines are modeled after the movies ratings system, industry should understand the need for mandated consistency.

6. Establish an oversight board comprising, in addition to industry representatives, representatives from appropriate public interest groups.

An Oversight Monitoring Board has been established to review the TV Parental Guidelines on a regular basis. This 18-member board chaired by MPAA President Jack Valenti entirely consists of representatives from the broadcast, cable, and creative sectors--the sectors that are responsible for creating, producing, and distributing offensive programming. Conspicuously absent from the body are advocates for parents and children.

NBCDI believes public interest groups serving children and parents must be represented on the oversight board. Their inclusion is only fair and democratic. People who work on behalf of children and parents are in touch with the critical issues affecting those constituencies. The value of their insights would be significant.

Thus, the board should not be a private industry club empowered to self-police. Balance and equity are needed to ensure that the rating system achieves the goals elucidated in the Telecommunications Act of 1996.

Epilogue

NBCDI appreciates having had this opportunity to comment on the TV Parental Guidelines. Our analysis and recommendations were developed from research, polling data, and our twenty-seven years of experience in working with and for African American children and families.

We strongly believe that in order to create a legitimate television rating system, the parental choice and empowerment guarantees provided by the Telecommunications Act must be protected. After all, parents are the P-chip needed to make a rating system and the V-chip work. To function in that vital role, mothers and fathers need advance and relevant information on television programming.

A rating system that sugar-coats the gritty details of program content does a disservice to parents who want to ensure their children benefit from the best television has to offer and are spared the worst.

Should the Commission form an advisory committee to assist it in determining the acceptability of the TV Parental Guidelines, NBCDI would like to serve as a member.

NBCDI

Founded in 1970, the National Black Child Development Institute is a nonprofit organization that exists to improve the quality of life of African American children and their families.

Headquartered in Washington, D.C., NBCDI serves as a national voice on issues concerning the health, welfare, and education of children. Through its network of 44 affiliate chapters nationwide, NBCDI provides direct services at the community level.

For twenty-seven years, NBCDI has been a critical resource to African American children and families and those who work on their behalf.

F:\...COMMUNICA\CHIP\COMMENTS.FCC

CS 97-55

March 21, 1997

Dear Chairman Hundt:

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

DOCKET FILE COPY ORIGINAL

The new television rating system is flawed and can be improved by the television industry.

The industry system is age-based and does not provide parents, like me, with information about the program contents.

I believe that programs need to be rated separately on a V (violent content), S (sexual content + nudity), and L (adult language) scale which indicates a level of intensity such as (1) occasional, (2) frequent, (3) widespread.

No. of Copies rec'd _____
List ABCDE _____

(2)

I would like your help, Chairman
Hundt, in encouraging the FCC—
to put the decision-making power
about television viewing back into
the hands of parents.

Thank you in advance.

Yours truly,
Susan Stegares
(Amherst, N.H.)

CS 97-55

The North Carolina
Extension Homemakers Association, Inc.

February 1997

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hunt:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Ann M. Braver
Franklin N.C.

No. of Copies rec'd 1
List ABCDE

CS 97-55

The North Carolina
Extension Homemakers Association, Inc.

RECEIVED

APR 3 1997

February 1997

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
Office of Secretary

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Commissioner Hunt:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Edith Byrd

No. of Copies rec'd 1
List ABCDE

CS97-55
The North Carolina

Extension Homemakers Association, Inc.

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

February 1997

DOCKET FILE COPY ORIGINAL

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hunt:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Rhea P. Willard
Hon. Ext.

No. of Copies rec'd 1
List ABCDE

The North Carolina

CS 97-55

Extension Homemakers Association, Inc.

February 1997

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

The Honorable Jesse Helms
United States Senate
Washington, D.C. 20510

Dear Senator Helms:

We are pleased that the Senate body will hold a hearing Thursday, February 27, 1997 on the issue of the television rating system. Senators McCain (AZ) and Burns (MT) are to be commended in their sponsorship of this Senate hearing.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, supports the content-based television rating system using V (violence), S (sex), and L (language) symbols to indicate the content of a program.

We believe the 80% of parents surveyed by PTA who want a content-based rating system should be provided an avenue for input into the development and implementation of a television rating system.

We support the Senate's plan for holding a hearing on this sensitive issue which affects all families in America today.

Sincerely,

Frank Gauld
Home Ex

No. of Copies rec'd 1
List ABCDE

Mr. Reed Hunt
Office of the Secretary
FCC Commission
1919 M Street NW Room 222
Washington DC 20554

March 20 1997
CS97-55

RECEIVED

APR 3 1997

Federal Communications Commission
Office of the Secretary

DOCKET FILE COPY

Dear Mr. Reed:

I am writing to voice my opposition to the proposed age-based rating system for television programs.

As a mother of a 6- and 3-year-olds, I find that these ratings, while better than none at all, don't provide enough information as to the content of the programs with regard to violence, adult language and sexual content.

While I take full responsibility for monitoring what my children watch, your agency can help me do my job by supporting a system that informs me as to content, and allowing me to make educated judgments on my children's behalf.

Thank you for your attention to this issue.

cc. Joan Dykstra, President
National PTA
330 N. Wabash, Suite 2100
Chicago IL 60611-3690

Sincerely,

Mrs. Cynthia Mumby
222 Rolling Knoll Dr.
Bel Air, MD 21014
(410) 838-8682

No. of Copies rec'd
List ABCDE

1

CS 97-55

The North Carolina
Extension Homemakers Association, Inc.

February 1997

RECEIVED
APR 3 1997
DOCKET FILE COPY ORIGINAL
Federal Communications Commission
Office of Secretary

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hunt:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Helen Cabe

No. of Copies rec'd 1
List ABCDE

CS 97-55

LOCKET FILE COPY ORIGINAL

Elvin Upton
750 W. Avon
Freeport, Ill.
3-18-97 61032

Dear Fed. Communication Commission;
I urge you to reject the T.V. industry
rating system.

It is vague and will do more harm than
good. Such systems do not provide
enough information for parents trying
to shield their children from filth
such as sex and violence on T.V.

Thanks in advance
Sincerely

Elvin Upton

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

No. of Copies rec'd
List ABCDE

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

RECEIVED

APR 3 1997

Dear Chairman Hundt and Commission:

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Wanaque School to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Frank B. Juraw

Address:

30 Red Mine Rd.

Wanaque, NJ 07465

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

No. of Copies rec'd
List ABCDE

0

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the _____ to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, _____

Address: _____

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

No. of Copies rec'd _____
List ABCDE _____

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

RECEIVED

APR 3 1997

Dear Chairman Hundt and Commission:

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Wanague School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include **content** information about programs such as **V** for Violence, **S** for Sexual depiction and nudity and **L** for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Linda Harris

Address:

16 Willow Way

Wanague NJ 07465

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

No. of Copies rec'd
List ABCDE

0

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Marianne PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include **content** information about programs such as **V** for Violence, **S** for Sexual depiction and nudity and **L** for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Marianne Lubinski

Address: 93 LORRIE LANE

Wanaque, NJ 07465

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

No. of Copies rec'd
List ABCDE

0

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the WANAQUE PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include **content** information about programs such as **V** for Violence, **S** for Sexual depiction and nudity and **L** for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, ELVINE PARCHINSKI

Address:

P.O. Box 104

WANAQUE NJ 07465

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

No. of Copies rec'd 0
List ABCDE

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Wanaque School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Linda Copp

Address:

6 Laura Ave, Wanaque, NJ.

07465

Andrews Elementary P.T.A.
Portland, TX. 78374

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for this opportunity to comment on a matter so important to our children and families.

Sincerely,

Dan & Shannon Schumann
Portland, Texas

No. of Copies rec'd _____
List ABCDE _____

0

Greenacres PTA

1250 East Oak, Pocatello, Idaho 83201

DOCKET FILE COPY ORIGINAL

March 20, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

As members of the Greenacres elementary school Parent Teacher Association we are writing to express our opposition to the V-chip rating system as proposed by Jack Balenti. We feel that a rating system that is more specific would be more helpful for parents. We would like to recommend that a **descriptive, content-based** rating system be adopted. In addition, we request that the following four points be considered:

- that the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- that the rating icon on the screen be larger and displayed frequently during the broadcast;
- that the rating board be independent of the television industry and include parents; and
- that the rating system approved be evaluated by independent research to determine if it meets the needs of parents.

Thank you for taking the time to consider our opinion on this important matter.

Sincerely,

No. of Copies rec'd 1
List ABCDE

Carol Grimes

Jane Miles

Callie A. H.

Lana Watson

Marlynn Fox

Kathy May

Shirley Bates

Bowling Green Parent - Teacher Association

17 Legend Lane
Westbury, New York, 11590

March 20, 1997

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Irene Davison
17 Legend Lane
Westbury, New York 11590

Dear Chairman Hundt and Commissioners:

RE ; CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the Bowling Green PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti . Under no circumstance should the FCC approve an industry's rating system ,which does not include content information a bout programs such as V (for violence) S (for sexual depiction and nudity) and L(Language Language).

Sincerely, *Ms. Irene Davison*

Westbury, New York

No. of Copies rec'd _____
List ABCDE _____

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Enoch, Utah

Mrs. Judith Anne Schulthies
Enoch, Utah 84720

No. of Copies rec'd 0
List ABCDE

March 16, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioner

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Montgomery County, MD PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Every parent wants to interpret what is best for their children and not have the TV industry decide.

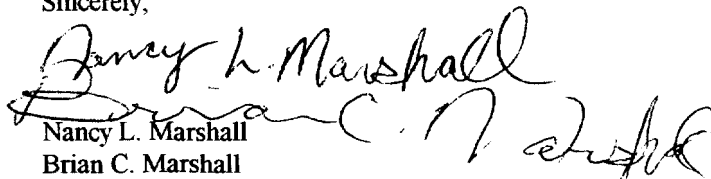
Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

We do not believe this system has met statutory requirements of the Telecommunications Act of 1996 and ask that the FCC not approve the industry rating system. Instead, we request the following:

- Under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and possibly be displayed at all times so a mother at-a-glance knows the material her children are watching.
- The rating board be independent of the industry and the FCC and that it include parents.
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue that is so important to my children and others.

Sincerely,


Nancy L. Marshall
Brian C. Marshall
Laytonsville, Maryland

No. of Copies rec'd _____
List ABCDE _____

March 24, 1997

Mary Carmosino
235 Indiana Drive
Erie, Pennsylvania 16505

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission
Office of Secretary

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Balenti on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information and should appear more frequently during the course of a program. I do not want the TV industry to interpret what is best for children viewing and don't want you to accept a rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language).

I ask that the FCC does not approve the industry rating system as it does not meet the statutory requirements of the Telecommunications Act of 1996.

This is an issue that carries tremendous importance to children and families and I hope it is given ample research and consideration.

Sincerely,

Mary Carmosino
Mary Carmosino

No. of Copies rec'd 1
List ABCDE

March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RECEIVED
DOCKET FILE COPY ORIGINAL
APR 3 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

For many years, our PTA (at Pinewood Elementary School in Timonium, Maryland) has been extremely concerned about our children's television viewing habits. We have sponsored activities to make both children and parents more aware of how much and what types of television programming they are watching.

Given our long standing interest in this issue, we were pleased by the plans to introduce a television rating system. However, we have been quite disappointed with the industry's age-based rating system that is currently on trial. Our objections are several. Most important is the sheer lack of information conveyed by the industry system. Age-based ratings are simply too vague: our parents want to know how much sex, violence, and language they can expect in a show. They do not want nor do they need the subjective judgement of some unknown television executive as to what is appropriate for elementary-aged children. The current system has also proven impractical because of the limited time that the rating icon is displayed on the TV screen. It is simply too hard to determine a show's rating.

Our parents want to judge for themselves what programs are appropriate for their children. To do that, we need substantive information about the content of the programs beforehand! Too often, we have been surprised by unexpected sexual innuendo or violence that is the stuff of nightmares popping up in what we thought would be a harmless program. We ask the FCC to reject the industry rating system. Instead, we request a rating system that includes specific information about the level and intensity of violence, sexual content, and adult language in shows; a rating system that is independent of the television industry and draws on parental input; and a rating system that is more prominently displayed on the television screen.

We thank you for this opportunity to help shape a new rating system that will meet the needs of parents rather than those of the TV industry.

Sincerely,



Adrienne Kols

Timonium, Maryland

No. of Copies rec'd _____
List ABCDE _____